

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CVIII

NEW YORK, AUGUST 8, 1925

No. 6

"Can I Help You, Please?"

"Yes. First, I want a good story that is light and humorous. I want it to be clever, and I want to *like* the people in it."

"That's AN OCTAVE, by Jeffery E. Jeffery (\$2.00), the story of a hectic eight days in the life of an English publisher who loves his ease. It will make you think a little after you've read it, too."

"Thank you. Now I want a good love story with plenty of action and adventure."

"Here's SPANISH ACRES (\$2.00), by Hal G. Evarts. It's about a Southwestern ranch, the curse laid on it by its dispossessed Indian owners, and a feud with cattlemen. Try it. And why not take TALES OF INTRIGUE AND REVENGE (\$2.50), Stephen McKenna's first volume of short stories? You remember his 'Sonia' and 'Vindication'?"

"Yes, indeed! And I want something for dad—biography, or economics."

"Then he must have ROBERT OWEN (\$4.00), by G. D. H. Cole. Owen was a pioneer in improving the conditions of employees and in providing them with education, spending his fortune in promoting his ideals. He founded a co-operative colony at New Harmony, Indiana. It is the first of a series of remarkable biographies edited by Philip Guedalla—who wrote 'The Second Empire' and 'Masters and Men'."

"Dad will like the series, I'm sure. Now have you a good travel book?"

"You'll like this—FROM MELBOURNE TO MOSCOW (\$4.00), by G. C. Dixon, an Australian journalist. His point of view is a novel one to Americans, and you'll enjoy it hugely. There's a lot of humor in it, too."

"Fine . . . What are those two books?"

"THE YOUNG FOLK'S BOOK OF DISCOVERY (\$2.00), by T. C. Bridges and THE YOUNG FOLK'S BOOK OF THE HEAVENS (\$2.00), by Mary Proctor. I am astonished at the value packed in these two books. They are filled with illustrations, many of them in color."

"The tables of contents are most attractive. I must have those books, by all means."

"Did you know of the four new volumes in 'The Beacon Hill Bookshelf' (each volume, \$2.00)—the children's classics, illustrated in color?"

"I'm awfully glad you reminded me. Oh! Here is one illustrated by N. C. Wyeth—Parkman's THE OREGON TRAIL. And the others? JO'S BOYS, by Louisa M. Alcott, illustrated by C. M. Burd; A PRAIRIE ROSE, by Bertha E. Bush, illustrated by Henry C. Pitz; and GOLD-SEEKING ON THE DALTON TRAIL, by Arthur R. Thompson, illustrated by George Avison. I want them *all!* . . . Thank you for your suggestions. Send them to the usual address, please. Good-by."

The new books mentioned above will be published on August 12th

Boston LITTLE, BROWN & COMPANY Publishers

A Fine Novel That will Sell

Do you grow weary of the seemingly unending procession of:

Sex Novels?

Problem Novels?

Long descriptive Novels?

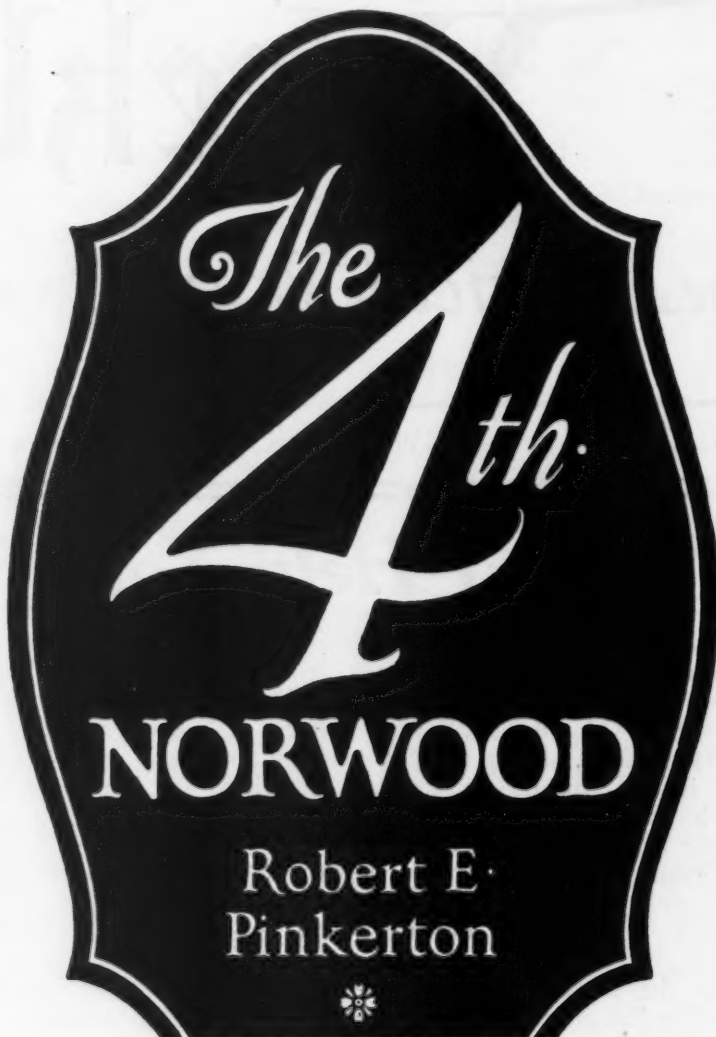
Then you will welcome

"The Fourth Norwood."

It is a clean story.

It is vivid in characterization.

It is a novel that will bring your customers back for "*another good story.*"



Author of "The Test of Donald Norton"

To be published August 15th.....\$2.00 net

"The Fourth Norwood" will be backed by an extensive advertising campaign, starting in August, with a succession of not less than ten advertisements, to appear in September, October and November, in a list of 60 leading newspapers and magazines, with an approximate circulation of more than ten millions.

REILLY & LEE CO.
PUBLISHERS CHICAGO



\$100⁰⁰ for a Window!

\$150⁰⁰ IN ALL IN PRIZES

ON publication day, August 17th, dress your window up with THE KEEPER OF THE BEES, using our elaborate ten-piece lithographed display or a part of it. Then take a photograph of your window and send it to Doubleday, Page & Co., on or before September 15th. Of the photographs submitted, by booksellers, the four that are most artistically arranged to interest customers in reading Gene Stratton-Porter's THE KEEPER OF THE BEES and are best, in the opinion of the judges, will receive these CASH PRIZES:

1st Prize \$100.00

(*\$50.00 from Doubleday, Page & Co.*)
(*\$50.00 from the Michael Gross Co., designers and makers of the 10-piece lithographed display of THE KEEPER OF THE BEES.*)

2nd Prize \$25.00

(*from Doubleday, Page & Co.*)

3rd Prize \$15.00

(*from Doubleday, Page & Co.*)

4th Prize \$10.00

(*from Doubleday, Page & Co.*)

The judges will be:

Mr. George F. Rittenhouse, of the Baker and Taylor Co., Editor of The RETAIL BOOKSELLER.

Mr. Henry H. Saylor of the advertising firm of Williams & Saylor, Inc., New York City.

Mr. Michael Gross of the Michael Gross Co., designers and makers of the 10-piece window display on THE KEEPER OF THE BEES, who are also giving \$50.00 toward the first prize.

Use any camera for your picture (a snapshot will do) and as many or as few books as you care to. It's the *idea* behind the arrangement that will win—not the photograph or the number of books used.

If you haven't a display, send to us for one right now. We have a few left—but *only a few*—so send right away and we'll ship one off to you charges prepaid.

Announcements of the booksellers who win the prizes will be made in the Publishers' Weekly early in October.

Doubleday, Page & Co.,
Garden City, N. Y.

Please enter the attached photograph of our window on Gene Stratton-Porter's THE KEEPER OF THE BEES in the Prize Contest.

Name.....

Address.....

City..... State.....

A
Romance
of the
Great La Salle

This is *La Salle* Year

THE POWER AND
THE GLORY
*A Romance of the Great
La Salle*

by
SIR GILBERT PARKER
*Author of "The Right of
Way" and "Seats of the
Mighty," etc.*

Everywhere this stirring novel is being eagerly awaited.

Schools will take advantage of this splendid tale of heroism and exploration on American Soil.

One important city is erecting a La Salle Tablet in honor of this romance of the great explorer.

Sir Gilbert Parker will speak on La Salle and his importance in many centers.

Patriotic and Historical Societies are planning exhibits of La Salle material. Why not ask your local societies to cooperate?

THE POWER AND THE GLORY is a novel based on one of the most romantic and adventurous periods in our history. It comes at a moment of widespread interest in our national story. It is a book we are proud to publish, and thousands will turn to it with the pleasure that comes only from a noble theme ably done. *Do not miss your chance for a big sale. Let us help you.*

HARPER & BROTHERS, 49 E. 33rd St., New York City

To be published
in
September

August Novels From the List of HOUGHTON MIFFLIN COMPANY

JOHN MACNAB

Love, comedy, and thrilling adventure artfully blended in a story of three distinguished Londoners who seek to spice their lives by courting danger.

By the author of "THE THREE HOSTAGES"

John Buchan

Here is a novel to
ENJOY \$2.00

Facsimile of newspaper advertisement which will announce the publication of this book on August 28th.

JOHN MACNAB

SOMEWHERE SOUTH IN SONORA Will Levington Comfort

Full of thrilling adventure: sure to please your "western" audience.

August 28th

\$2.00

A FOUNTAIN SEALED

Anne Douglas Sedgwick

Another distinguished "character" novel by the author of "The Little French Girl," reprinted in a new uniform edition.

August 14th

\$2.50

SOAMES GREEN

Margaret Rivers Larminie

An enthralling tale of contemporary English life, gay upon the surface but veiling a spirit of tragic unrest.

August 21st

\$2.00

GREENERY STREET

Denis Mackail

A delightful comedy of the first year of married life, by the author of "The Majestic Mystery." *London's best selling book.*

August 14th

\$2.00

Simon and Schuster's Fall List

We present here eleven books.

A few of them are of the "novelty" type; the others are "straight" books.

How many of them will become best sellers? Perhaps two or three, perhaps none.

But all of them, we believe, will find a certain public—simply because they have been carefully chosen, edited and manufactured, and

Because all of them will be advertised as generously and effectively as we know how.

The Eleven Books

Fraulein Else by Arthur Schnitzler

A novel of a girl who might be your sister or daughter.

The *Saturday Review of Literature* says of it:

"Schnitzler has never written anything to surpass it and there are few short novels in the world's literature which we should care to place above it."

Translated by Robert A. Simon. \$1.50.

The Man Mencken by Isaac Goldberg

A biography of H. L. Mencken that not only makes absorbing reading, but that is a notable contribution to American letters.

Note: This volume contains a goodly amount of previously unpublished poems and other writings of H. L. Mencken. \$4.00

Verdi by Franz Werfel

A novel based on two years in the composer's life. A great book, in length, subject matter and treatment. \$3.00

The Tangram Book by F. Gregory Hartswick

The editor of our Cross Word Puzzle Books has here written and illustrated a fairy story that is altogether different from any juvenile ever published. And it's so charming that the kids will enjoy it only more than their parents will enjoy giving it. \$2.50.

Barber Shop Ballads by Sigmund Spaeth

Foreword by Ring Lardner

The book that is showing America how to sing Sweet Adeline and the rest of them in close harmony without a heart-ache. \$2.00 (including two phonograph records)

Simon and Schuster's Cross Word Puzzle Manual

All the words in the unabridged dictionary arranged alphabetically according to the number of letters—from two to eight letters. And how to solve and construct puzzles. \$2.50

Poems by Irwin Edman

A volume of truly beautiful sonnets and portraits. \$2.00

You Who Have Dreams by

Maxwell Anderson

A first book of poems by the co-author of *What Price Glory*. \$2.00

The Poker Book by H. T. Webster

Assisted by George Ade, George F. Worts, Marc Connelly, and R. F. Foster

With or without the famous drawer containing chips, etc. With, \$2.50. Without, \$1.50

Cartoons from Life by Ellison Hoover

Bob Benchley has written a hilarious foreword to a book of side-splitting and yet rather serious cartoons. \$1.50

Coded Limericks by S. B. Dickson

Fifty limericks in cipher—a tantalizingly ingenious idea and book. \$1.50 (including Venus Pencil, as always)

Simon and Schuster, Inc.
Publishers



37 West 57th Street
New York, N. Y.

We expected it! *Didn't you?*

Margaret Pedler's new novel **RED ASHES** is selling faster than hot cakes. The very day after publication reorders began coming in, and have been mounting up ever since. An extraordinary first month's sale for any season—let alone the summer season.

The Explanation

1. *Every man* who reads it puts himself in Blake Carrington's place, and with him goes through the struggle of deciding on the nobler course.
2. *Every girl* who reads it puts herself in Pam's place, and asks herself whether her love would have been big enough to forgive Blake's tragic blunder in the past.
3. *In short*, Margaret Pedler is a writer who never ceases to believe in the beauty and strength of love—and that is what holds her thousands of readers.

RED ASHES

By **Margaret Pedler**

Author of "The Vision of Desire"

\$2.00

**DORAN
BOOKS**



BARSE & HOPKINS



The Foreman of the Forty-Bar

Frank C. Robertson

A real Western story by a man who was born and brought up in the West.

Mr. Robertson, a self-made Westerner, has actually lived and is living the life of which he writes. His life is full of adventure and exciting experiences—he knows the real West.

Net \$2.00

Ready August 15th

The Return of Anthony Trent

Wyndham Martyn

A detective story of unusual merit, full of thrilling and mysterious adventure and one that will hold the interest of all readers.

Wyndham Martyn spins a yarn here that by far exceeds, "Anthony Trent, Master Criminal."

Net \$2.00

Ready August 22nd

Judith and Jane

Eleanore Myers Jewett

Here is a story that will hold the interest of any of the younger readers. It is for girls from 10 to 15. Well illustrated, wrapper in three colors.

Net \$1.50

Ready August 15th

Peggy's Prize Cruise

Kate Dickinson Sweetser

Miss Sweetser's reputation as a Juvenile writer not only assures a worth-while story but the human touch which adds great value to her work. The author actually made the cruise, and so the story is authoritative in every detail.

Six illustrations, wrapper in three colors.

Net \$1.75

Ready August 22nd

B. & H. Books
Now Ready

Interior Decorating for Everybody

By

Laura Thornborough

An ideal book containing many hints on how to decorate your rooms and how it was done by another young couple. Illustrated.

Net.....\$1.25

Companionship

By **Anne Campbell**

Humorous, homey and happy poems.

Net.....\$1.25

Men Who Found America

Library Edition

By **Frederick Winthrop Hutchinson**

Twelve stories for young readers about the brave and daring men who discovered our country. Illustrated.

Net.....\$1.50

Etiquette for Everybody

By

Laura Thornborough

This book answers all such questions clearly, interestingly and authoritatively.

Net.....\$1.25

Etiquette of Letter Writing

By

Laura Thornborough

A practical, useful guide to correctness and appropriateness for writing letters.

Net.....\$1.25

"A book to rouse your native pride"

You will read "The Professor's House"

(1) If you want to know the *feel* of America, the ideals of its contemporary youth.

(2) If you are interested in the environment which your son and daughter find in college; in the cross currents of family life.

(3) If you wish to know American life, railroad-ing, ranching, professional life.

(4) If you enjoy a good story superbly told.

Alfred A. Knopf Presents

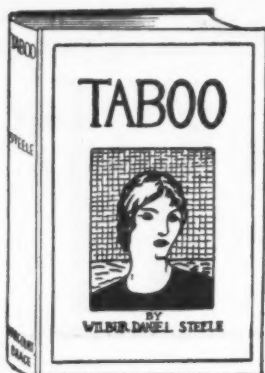
WILLA CATHER

the great novelist, the only American woman whose work holds its own among the contemporary masterpieces of world literature, and her new novel

THE PROFESSOR'S HOUSE

Priced at \$2.00, net

Harcourt, Brace & Co., 383 Madison Avenue
New York City



TABOO

By Wilbur Daniel Steele

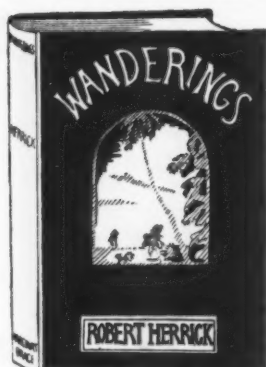
A novel with a daring and dramatic plot by the author of *Isles of the Blest*, *The Shame Dance*, etc. Publication date, Aug. 20th. (\$2.00.)

How would most fathers have handled the difficult family situation in this novel?

WILLIAM

By E. H. Young

A story of an English family and of their reaction to a moral lapse by one of their members. Publication date, Aug. 13th. (\$2.00.)



WANDERINGS

By Robert Herrick

Four novelettes—allegories of the human heart—by the author of *Waste*, *Homely Lilla*, etc. Publication date, Aug. 20th. (\$2.00.)

Published on August 13th

**CREATIVE
CRITICISM**

By
J. E. Spingarn

\$1.25

KUNALA

By
Árpád Ferenczy

\$2.50

**EBONY
AND IVORY**

By
Llewelyn Powys

\$2.50

At last the other side of Main Street has been written—Frazier Hunt's **SYCAMORE BEND**—publication date Aug. 27th. (\$2.00.)

The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, AUGUST 8, 1925

The Vogue of the Crime Story

By Joseph Lewis French

Author of "The Book of the Rogue" to be published by Boni & Liveright



NEARLY a century ago, if not quite, Thomas DeQuincey, writing in *Tait's* (London) *Magazine*, "On Murder Considered As One of the Fine Arts," remarks: "Most of us who read books have probably heard of a Society for the Promotion of Vice, of the Hell-Fire Club, founded in the last century by Sir Francis Dashwood, etc. At Brighton, I think it was that a Society was formed for the Suppression of Virtue. That Society was itself suppressed; but I am sorry to say that another exists in London of a character still more atrocious. In tendency it may be denominated a Society for the Encouragement of Murder. They profess to be curious in homicide; amateurs and diletantes in the various modes of carnage; and, in short, Murder-Fanciers. Every fresh atrocity of that class which the police an-

nals of Europe bring up, they meet and criticise as they would a picture, statue, or other work of art." All of which, of course, is fooling of the most exquisite sort, but like all true humor has a substratum of truth. For what has really interested man more since he has attained finally to the heavenly estate of a secure hearth and a snug fireside than the dereliction of his less fortunate fellow-beings? And the worse they are the more absorbed is he in them. Indeed "Murder As a Fine Art" is really no misnomer. Crime has been gradually attaining the position of one of the arts since the birth of the Renaissance.

Consider the Borgias. The catalog is long and interesting, and shows a gradual development, till we finally arrive at the exquisite achievements of a Griffiths Wainwright (he had several victims, but con-

fessed toward the end of his career—this connoisseur of the arts and letters, friend of Charles Lamb and Coleridge, to having poisoned one young lady, his cousin, because he could not stand her thick ankles); or our own H. H. Holmes, the Pennsylvania insurance poisoner with his world's record of thirty-two victims! America is noted for world's records in this particular connection—consider the gunman and the armored car—and is all the time gaining new ones.

Edmund Lester Pearson, who as a connoisseur in these matters stands at one end of his century as DeQuincey does at the other, recently put it to me in this way: "Everybody," said he in a matter-of-fact manner befitting the essential truth of the matter, "is interested in crime and criminals for the simple reason that they involve a phase of life apart—different—and therefore strange and mysterious. The criminal dwells in a world of his own. Nothing better delights your average smug citizen than to plunge his head, as deeply as he innocuously can, into the pages of a book, in a comfortable easy chair, and sniff and swallow the sights and sounds and smells unholy of the underworld. We all know about "Fireside Travels" done in a rocking chair, but no journey of them all is more interesting to a very large body of us than that which takes us into these forbidden realms. Here is an example: as a librarian I have long known, as do thousands of readers, two companion volumes; one recording the Lives of Good Men, and the other the Lives of Bad Men. Experience has demonstrated that the latter volume is always "out" while the former stands serenely upon the shelf. The element of speculation enters largely into our interest in crime," continued the author of "Studies in Murder." "Every crime is a gamble—the bigger the crime, the bigger the risk—murder being the greatest one of all. The stakes in any great crime are great, and the chances of punishment tremendous. In the realm of sport, the same instinct of attraction presents itself. It is as easily demonstrated today as in the days of old Rome that the masses like best the game in which the greatest risk is combined with the greatest punishment to the player. In plain words—I hate to be brutal—the more the

game hurts, the bigger crowd attends to absorb the spectacle. Apply this to our present king of manly sports—football! Great crowds go to see tennis champions writhe in the terrible struggle for honor. What is more suggestive of the cruelty of athletics than the picture of a female tennis champion for instance in the rotogravure section of the Sunday paper?

"I need scarcely refer to the prize-fight. The point is too obvious here. With the masses crowding to these sports is it any wonder that they devour stories of crime, that the detective story and the murder mystery have within a couple of decades become classics with us? Why are murders always on the front page of the dailies? Simply because of that elemental spirit—it ought to be called childish in view of the general progress of civilization—of sheer curiosity, which prompts us because the murderer has taken a tremendous risk, and may have to pay for it with his life. Let me just add that there are two tags to a murder—first the psychological one involving the motive and the mental processes of the criminal, and second the physical one involving the question how did he do it? Both are mysteries eagerly seized upon by the masses, who, heaven knows, might be better employed."

Interest in crime literature both fact and fiction has persisted actively for more than a century and was never so brisk as it is today with the great development of this branch of reading in fictional form. Edition after edition of the Newgate Calendar in from two to twenty volumes has been brought out for a hundred and twenty-five years, and can be bought readily in any good bookstore today including most of the second hand shops. Accounts of English and French celebrated trials we have in abundance. There have been at least three volumes on the Tichbourne case alone. H. B. Irving and Charles Whibley have revived the interest in the picturesque side of crime with their recent volumes "A Book of Remarkable Criminals" and "A Book of Scoundrels," to say nothing of our own Charles J. Finger's "Highwaymen." The literature of the sea dealing with crime—the pirate—perhaps the worst criminal of all, is now at a flood-tide. The *International Book Review* in its June issue under

the heading "Stories of Murder in Every Degree" lists no less than twenty-three brand new titles by English and American writers, and comments: "Among the many literary changes of the past few years none has been more marked than the increase in quantity and improvement in quality of tales of crime mystery," and the writer adds sagely, "English writers have taken their work much more seriously than American. Perhaps because murder is so much more unusual in London for instance than in New York or Chicago, it is only the English writer who goes into the psychology of crime, who does not think it beneath his dignity to give as much care to style and characterization when writing a "thriller" as he would if he were writing a novel of manners."

"The American writer takes his situations less seriously, injects far more of the comedy element into his narrative, and indeed very often has the air of saying as an aside to his readers: "Of course we know that this is just a wild yarn, so let's have a good time over it.'"

Both literary authority and trade buyer alike report that the story that centers about a crime (we are not discussing the ethics of the situation) is getting an increasing grip upon the great reading public. As a final and not altogether facetious commentary, why is the whole new field that centers about the great romance of rum running, of bootlegging by land and by sea with its multifarious and many-colored adventure, still quite undeveloped? Is not the "hi-jacker" the old pirate come to life again and operating in full career in our home waters? Are not his exploits by land of thrilling interest? We have his compeer in the gunman, that great original product of American civilization. Who has not read the "Mystery of a Hansom Cab"? Why not the "Mystery of the Armored Car"? Why not? Never has civilization advanced to such heights, such pinnacles, such glories of crime as in America within the past decade. Awake ye authors! Arise and shine! America has again proved herself the great land of opportunity, the harvest is ripe for the sickle!

The Story of a Store

Lowman & Hanford Company's Forty Years of Progress

IN June, 1884, a copy of *The West Shore*, published in Seattle, Wash., carried among others, two advertisements, one telling of merchandise sold by J. D. Lowman, successor to Pumphrey & Lowman, the other speaking of Clarence Hanford, Steam Book and Job Printer.

A year later Mr. Lowman and Mr. Hanford of these advertisements joining with a Mr. J. N. Jackson, incorporated what was then called the Lowman & Hanford Stationery and Printing Company.

A little basement salesroom was the birthplace of this organization. It was in this location on Mill Street (now Yesler Way) that W. H. Pumphrey established his bookshop and stationery store, half interest in which he had sold to Mr. Lowman in 1882. In 1884 Mr. Lowman bought out Mr. Pumphrey and conducted the business for about a year under his

own name, when Mr. Hanford's Steam Book and Job Printing Plant was brought in to form the printing part of the company.

The next year, 1886, with its increase in business the infant organization called for larger quarters and a modern store room became the new home of this concern. The building then known as Yesler's Hall was located on the present site of the Lowan Building. The great Seattle fire of 1889 destroyed the store and a large part of the stock and the entire printing plant which was located at the old address on Mill Street.

The spirit that has typified Seattle in her progress—the spirit that will not recognize disaster and defeat—was shown in the actions of the founders of the company, for within a few hours of the fire, a little room on Columbia Street, just be-



THE FINE BINDING AND RARE BOOK DEPARTMENT WHICH FACES THIRD AVENUE AND IS A LIGHT, AIRY AND COMFORTABLE CORNER OF THE BOOK DEPARTMENT

hind the Boston Block, was opened as the new store and a hastily painted sign proclaimed that Lowman & Hanford Stationery and Printing Company was still a going concern.

As soon as a few rough boards could be nailed together, a temporary location was occupied at Third and James, the present site of the County-City Building, and the work of erecting a two story building was started at 616-620 First Avenue (then Front Street). Two months later and the building was occupied as the new store.

As Seattle took new life and progressed, this institution kept pace, and the years following the fire saw the two floors rise to four and in 1902 to seven, and all the basements in the block between James and Cherry were used as stock rooms.

In 1906 the Lowman Building was built and the Book Department occupied a fair share of its street floor which grew to cover all the ground floor space and the basement of the Lowman Building. Eight rooms on the top floor of the Howard Building were used as offices, a part of which space was occupied by the engraving shop. The printing plant and bindery was housed in the

Front Street Building after the fire, and remained there until 1907 when a warehouse built on Washington Street and Railroad Avenue was purchased. In 1909 the Lowman & Hanford Stationery & Printing Company was re-incorporated. Capital stock was increased and the name changed to Lowman & Hanford Company.

The officers elected at that time were: J. N. Jackson, president; Clarence Hanford, vice-president; B. Pelly, treasurer, and George E. Miller, secretary. The present officers: George E. Miller, president and general manager; Lauron N. Hanford, vice-president; B. Pelly, treasurer; J. E. MacPherson, secretary, and Will D. Wilson, trustee, were elected in April, 1921, to fill vacancies caused by the death of Mr. Jackson in 1919 and Mr. Hanford in 1920.

At one time Lowman & Hanford Stationery and Printing Company had a branch store in Tacoma. This was sold to Vaughan & Morrille, now the Martin Company. The Tucker-Hanford Lithographing Company, lately purchased by the Traung Lithographing Company, was formerly the Lowman & Hanford Litho-

graphing Company and was housed in the basement of 616-620 First Avenue.

Clarence Hanford was once foreman of the *Post-Intelligencer*, bought out their printing plant in 1882 and under contract printed the *Post-Intelligencer* until 1889.

The latest move in the rapid progress of the Lowman & Hanford Company took it uptown into the new marketing center of Seattle at Third Avenue between Pike and Pine and the Book Department moved into the new quarters tho the Lowman & Hanford business continues to carry on at both locations. The new Book Department, pictures of which are shown here, covers the entire second floor of the attractive new building. The department is



THE DEPARTMENT OF CHILDREN'S BOOKS WHICH IS STRICTLY BUSINESS-LIKE IN ARRANGEMENT IS ATTRACTIVELY DECORATED

now, and has been for the past thirty-five years, under the management of Will D. Wilson.

A department devoted to fine bindings and rare books, a thoroly well stocked and up-to-date department of children's books and a completely representative general book stock presents as high a type of modern bookstore as can be found thruout the country. All of the book department is located on the second floor of the new building.

As the accepted point of distribution for a great territory, a center of education, a city of wealth, the home of a great public library, Seattle must be a place of increasing importance in book sales with growing demands for all types of books.



THE BOOK DEPARTMENT SEEN FROM THE REAR

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER

F. G. MELCHER

August 8, 1925

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Evolution of Opinion

THO the proponents of evolution lost the first round of the Tennessee fight, there have been prompt signs that their arguments were not wasted. Already in the typically southern state of Georgia the lower house defeated with scant discussion a bill to curb teaching, drafted on the lines of the Tennessee anti-evolution measure. The Georgia legislators believed that such a measure was not backed by a wide public demand, and it is to be hoped they were not mistaken.

When Arthur Garfield Hays was leaving Dayton, a local minister asked him to send to him a copy of Andrew D. White's "Warfare of Science and Theology." The judge said he would be glad to receive Darwin's "The Origin of -Species" and "The Descent of Man." A circulating library of works on evolution has been established at the Dayton drug store.

To the charge that belief in evolution makes for bad morals, the reply has been now broadly heard and understood. It has perhaps been most clearly phrased by Henry Fairfield Osborn, who wrote: "The moral principle inherent in evolution is that nothing can be gained in this world without an effort; the ethical principle inherent in evolution is that only the best has the right to survive; the spiritual principle in evolution is the evidence of beauty, of order, and of design in the daily myriad of miracles to which we owe our existence."

Own Your Own Book

THE program of the General Federation of Women's Clubs in getting back of a movement to increase the ownership of books among children receive effective stimulus from an article by Dallas Lore Sharp in the August number of *Harper's Magazine*. Professor Sharp is discussing education, and when he discusses education he is always provocative. He takes up five red-letter events in the progress of his own education. The first letter is described as follows:

"*The First Day—Investment.* An older brother's Sunday-school teacher one Christmas gave Joe a year's subscription to *The Youth's Companion* and gave me the premium, a little green box of tools. I was 'going on' thirteen. He was a well-intentioned man but he didn't know boys—how much Joe wanted those tools, and how I longed for the subscription. We got home and traded: Joe taking the tools, I the paper. Joe is a dentist in the old home town.

"The thing we did was not accidental. It was foreordained thus. There was that difference in our protoplasm—his substance toolish, mine bookish. But let me finish the story, for it is about a book.

"One of the first things I read in my new paper was an account of Gilbert White and his '*Natural History of Selborne*.' Not till then did I know that there was any such book in all the world. I must read it. But how could I? There was no library in our town, nothing but the Sunday-school library consisting chiefly of E. P. Roe and 'Elsie.' I was not opening chestnut burrs then and as for Elsie, she never did appeal to me. But a lawyer friend, a book lover, got me a Philadelphia publisher's catalog where I found the Gilbert White listed in two volumes, fifteen cents a volume. Money was inconceivably scarce in those days, and I was some time, even with the help of the junk man, in getting the funds together. But I did it and bought the two books—my first independent investment, and the most momentous investment I ever made.

"Of its educational bearing—that is to be seen, first, in the nature of the investment—that it was a book; and, second,

in the fact that it was an investment, my hard-earned money gone into literature. For thus I established at the start the right relation between myself and my education—which is, after all, little more than the ability to value books. The only honorable way to approach a book is with its price. Reading a book is a more solemn business than the writing of it. The contract ought not to be entered into lightly, but seriously, for better or for worse, till death do us part. There are many exceptions; but a borrowed book is almost as great a scandal as a borrowed wife.

"This investment in books was tremendously significant, committing me to books as one of life's rich resources; and confirming me in my love of the out-of-doors as by some solemn laying on of hands. To bring a boy and his book together is to make a match in heaven; and to cause him with all his earthly goods that book to endow is to leave him living intellectually happy ever after."

Prices in Windows

NO bookman can return from summer travel without increased appreciation of the energetic selling methods of the reprint publishers, because in every direction, at depots, drug stores and news stands he is faced with opportunities to buy the seventy-five cent fiction. The student of selling display methods is often struck by the fact that the most effective type of selling effort seems to be that which masses these attractive titles and accompanies the display with a large sign conspicuously featuring the price. "Seventy-five cents" in big figures is the thing that draws people to the book display and then brings them into the shop and finally starts them looking over the collection.

Is it not possible that other types of window displays of books than those of reprint fiction would gain by having the price attached? It is hard for the bookseller so familiar with book values to put himself into the frame of mind of the ordinary reader, whose purchases happen to be few. Are there not many people who look into the window and who might proceed into the store to purchase if they had some idea of what the prices were? Does everyone know that ordinary fiction sells

for two dollars and that octavos run from three to five dollars?

In similar vein, is it not possible that booksellers rely too much on the fact that books are merchandise bearing some printing on the cover which partly describes the article offered? Some stores are experimenting with cards giving an incisive introduction to the character of the book, and an increase in such window cards would seem likely to bring more people to a halt in front of the bookstore.

Customs Department Seeks British Wholesale Prices

THE United States Treasury Department has sought the help of the British Government in ascertaining British wholesale prices on goods that are being exported to this country, and the request has been flatly refused. Several other nations have refused the same request. The Treasury Department wants these figures in order to see whether American importers are paying duty on invoices that have been made dishonestly low.

In the case of books, it is the Treasury Department and not the importers who use artificially fixed price levels on which to levy the duty. Book duties are levied on two-thirds of the English list price regardless of the fact that the American publisher would have to obtain, and does, a lower wholesale rate in England than a third off if books are to be handled here. Most imported merchandise has no fixed list price as have books, so that the quick and easy, tho unfair method of levying customs which is applied to books cannot be generally used.

Against Text-Book Errors

THAT errors of fact in textbooks of history and geography lead to misunderstandings between nations is the belief of the Commission on Intellectual Cooperation of the League of Nations, meeting at Geneva. After discussion of the problem, the Commission adopted a resolution which provides the National Commission of each country shall call to the attention of the similar organization in a foreign country errors in textbooks that might cause misunderstandings.

AMERICAN FIRST EDITIONS

A Series of Bibliographic Check-Lists*

Edited by Merle Johnson

Number 71

SINCLAIR LEWIS 1885—

Compiled by A. C. Mears

MR. LEWIS, apprenticed as a reporter and editor, advanced to the novel thru the short story route. His first great success was "Main Street."

HIKE AND THE AEROPLANE. *New York*, [1912].

By Tom Graham, pseud.

OUR MR. WRENN. *New York*, [1914].

M-N on copyright page.

THE TRAIL OF THE HAWK. *New York*, [1915].

THE JOB. *New York*, [1917].

THE INNOCENTS. *New York*, [1917].

FREE AIR. *New York*, 1919.

MAIN STREET. *New York*, 1920.

First copies bound in medium blue cloth. Later ones appeared in light and dark blue.

BABBITT. *New York*, [1922].

ARROWSMITH. *New York*, [1925].

Limited issue 500 copies, numbered and signed.

Several of Mr. Lewis's stories have appeared in the so called "Prize" or "Best" collections of various years.

Copyright, R. R. Bowker Co., 1922.

Huebsch and Viking Press Combine

Old Firm and Stripling to Use Latter's Imprint

ON August 1st, the twenty year old firm of B. W. Huebsch joined forces with the newer firm, The Viking Press, hereafter to publish together with the imprint of the latter and with the address of 30 Irving Place, New York. Fall plans of each will be carried thru, however, as announced. The business will have the active direction of B. W. Huebsch, Harold K. Guinzburg, and George S. Oppenheimer.

The aims of The Viking Press when established in March were, "to stand for enterprise, adventure and exploration in the publishing field, to limit enterprises to a few in each season and these the best, to cultivate home soil yet seek foreign lands, and to establish a trademark that will be known as a sign of good books and constructive publishing." Since these objectives coincide happily with the well-known ideals of Mr. Huebsch, the combination should be most fortunate.

Under the Huebsch imprint have been introduced many notable books and worthy publishing enterprises. The symbol of the seven-branched candle-stick has become everywhere known. Nine books of Sherwood Anderson have been published, from "Winesburg, Ohio," to "A Story Teller's Holiday"; the standard translation of Gerhardt Hauptmann, the dramas and several of the novels, including "The Island of the Great Mother," coming this fall; the books of James Joyce excepting "Ulysses"; translations from Hermann Sudermann, August Strindberg, Anton Chekov and Maxim Gorky.

Many significant new names found their way to the Huebsch list, such as Van Wyck Brooks, Francis Hackett, Randolph Bourne, Edwin Muir, Lola Ridge, Jean Starr Untermeyer and David Pinski. In the field of social questions and liberalism there were always outstanding

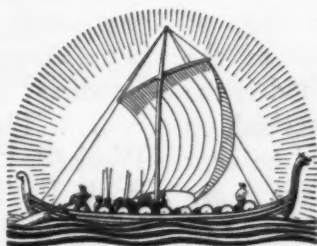


titles, such as books by James Ramsay Macdonald, Mahatma Gandhi, Ellen Key, G. D. H. Cole, and Norman Angell. During its four years, Mr. Huebsch was the publisher of that fine experiment in weekly journalism, *The Freeman*.

The contributions of Mr. Huebsch to book-trade progress have been many and continuous. No one has done as much for progress in bookselling education from the first experiment at the West Side Y. M. C. A. to the courses of the last two years of the College of the City of New York, in arranging which he has served as chairman of the publishers' committee. On the occasion of the mass meeting of publishers in 1919 to meet the threat of printing strike, it was the motion of Mr. Huebsch that provided the continuing committee of three to study publishers' cooperation which lead to the present National Association of Book Publishers; his knowledge and appreciation of methods of book distribution in Europe have made his comments on book-trade programs especially valuable and his opinions have been as unbiassed as his interest has been unflagging. It is his belief that the American book-trade will some day find the value of central organization of both publishers and booksellers working unitedly for the broader use of books and for their more systematic distribution.

The two younger partners who so lustily launched their viking ship last spring had previous publishing experience and had outlined many plans for next season. The Viking Ship trademark, drawn for them by Rockwell Kent, will replace the seven-branch candlestick, but the Huebsch phrase "This Mark on Good Books," will be retained.

The fall list of the combined firms includes, "The Book of American Negro Spirituals," and "Dollar Diplomacy" by Scott Nearing and Joseph Freeman.



Profitable Book-Merchandising

By Charles L. Pollard

I

The Appeal of the Moment

EVERY bookseller knows he makes his best profits from those books that sell intensively for a more or less limited period—from the “best sellers” whether they be “Mr. Britling Sees It Through,” “The Americanization of Edward Bok,” or “The Green Hat.” With this class of book the turnover is exceptionally rapid—frequently so rapid that the capital invested in such a title can be reinvested several times in one season. Thus the profit percentage can be multiplied. And this is considerable since these books can be purchased in quantities large enough to carry the better discounts.

Even when the reaction to them is purely a passive opportunism, this class of books is highly profitable merchandise. It is a tide that must be caught flowing, but the book dealer need do nothing to increase its flux. The publisher has put it in his way a nice volume of business; all he need do is accept—literally, reap where others have sown.

But how much such trade can be stimulated with a little active exploitation! How it will advance by bounds! Everything that intensifies the crowd psychology responsible for best sellers promotes sales. This business can be farmed or cultivated with as good results as the farmer secures from his plowing and weeding. To exploit the appeal of the moment successfully two necessities are self-evident: an up-to-the-minute knowledge of what books are selling and in what quantities; and a sufficient stock of them. Nothing will more quickly sour a customer on a store than to be told of a popular title: “We are just out, but will have some more in a few days.” That is one sale lost, if not a customer, for he will either purchase somewhere else, or borrow the book. To keep track of the volume of sales a very simple method is the daily record, which should be checked up on each week. Such a form should be kept by each clerk and should: state the number of titles sold with the clerk’s opinion of

why; the number of copies of best sellers on hand; note the type of customers which is buying, and what percentage of the store’s clientele has purchased. From such a chart the book dealer can forecast his needs with greater accuracy. This chart should be further checked with the nationwide report, for the country-wide reports determine the publishers’ attitude: the amount of pushing each title will get in the national advertising mediums. This list is, also, a pretty sure standard to go by; local fluctuations adhere fairly closely to it.

The immediate exploitation of any book is a relatively simple matter. One of the most effective is a window display built around a best seller idea. Placards changed weekly and announcing the week’s best sellers, and the last week’s arouse the speculative interest of passersby; as do cards bearing the county-wide list of “Ten Best,” those of the nearest city, and the store’s own list. The idea is to attract attention to the books and furnish new material for group talk. This same insistence upon a few titles should be projected inside the store; with these titles grouped on a table in the most conspicuous and easily-accessible spot on the floor and suitably placarded. Din it into the customers that these books are the books their friends are talking about; put the books under their noses and don’t let them forget for a moment that these are the big-selling books—the books one must read to be in the swim. This desire to read what others have read, and have frequently recommended, is the prime motive of most purchases, and attention should always be given to it.

Especially should this be kept in mind in newspaper advertising. The theme should be: “Have You Read What Others Are Reading?”, “. . . The Ten Best Sellers,” “. . . The Most Popular Book Of The Week?”, “. . . The Most Talked About Book In The United States?” etc. The publishers’ advertising will be an aid.

Every store manager can think of many ways to put these fast moving titles before his own particular clientele, such as the donation of review copies to the women's clubs; reviews by local celebrities; getting the preachers to mention them in connec-

tion with some social problem; mailing list reference to them, etc., etc.

The thing to keep in mind is that what is worth dollars today, tomorrow will be dead stock only—to strike while the iron is hot.

English Book Trade News

Monthly Letter From Our London Correspondent

Trade Outlook

THE English book-trade has been somewhat quiet. There has been plenty of activity in publishing, but sales have been decidedly fewer. No one has escaped. While, naturally, we regret the smaller amount of business, there is no reason to be pessimistic. These phases are not unknown to those who have been engaged in the making and selling of books for many years.

Cheap Editions

"Summer," as the *Publishers' Weekly* said last month, "is reprint time." This section of London publishing grows and develops. It is, practically, only the reprint that is selling just now. Seaside bookshops are piled high with thousands of reprints which nearly every British publisher puts on the market nowadays. There is a fair profit on them, too. As with the American bookseller, the reprints of stories which are being shown on the films are having a big sale. A lot of nonsense is being said in criticism of the reprint; that they kill a taste for reading the better book. I wonder what is meant? There are some fine books in these English cheap editions, and we are inclined to the opinion that many a devoted reader of important books has become so by way of the cheap reprint.

The British Colonies

Trade with the colonies is increasing. Twenty years ago trade in books with the British colonies was fair, but, nowadays, it is extremely good. Most of the orders are for fiction, but there has been a very good sprinkling of orders for books which are not fiction.

A Ream Is 1000 Sheets

It is satisfactory to learn that an agreement has been arrived at between the

Federation of Master Printers and the National Association of Wholesale Stationers and Paper Makers, to come into force immediately, that the ream shall be 1000 sheets.

In the arithmetic books the ream was supposed to contain 480 sheets, but in practice was sold sometimes at 504 and sometimes at 516 sheets.

The agreement also provides for the standardization of the sizes of paper, so that instead of having nearly 40, the number will be reduced to 19, and the substitution of 1000 sheets for the ream will secure the advantage of decimal calculations for the trade. This is an important decision.

A \$50,000 Bible

A copy of the famous Gutenberg Bible has been purchased by a London antiquarian bookseller for about £10,000, so it is said, altho the actual price paid is not disclosed.

The Stationers' Company

F. H. Miles, past chairman of Messrs. Simpkin, Marshall, has become a Master of the Stationers' Company, in succession to Richard Bentley. Richard Bentley, the retiring Master, is the old publisher whose business was absorbed by Macmillan and Co. He published the *Argosy* when Mrs. Henry Wood first issued her novels as serials. He also introduced many other popular authors whose books are still before the public.

John Lane's Library

The late John Lane was, in addition to being a publisher, an author, a reviewer, and a collector of books. A selection of his library was sold the other day at Messrs. Sotheby's rooms, and fetched over £1,600.

Publishers' Association Argues Postal Rates

Contends for Equality of Treatment of Printed Matter

IN the hearings before the United States Postal Commissions in New York this week, the counsel of the National Association of Book Publishers presented a strong argument for a better basis for books in the establishment of permanent mailing schedules.

The present discrimination against books as compared with periodicals, dates, it was pointed out, from the coming of the parcel post system when printed matter of over 8 oz. was put in parcel post classification. This change meant the abandonment of an attitude toward the educational value of books which is held thruout the civilized world. It meant that readers at a distance from publishing centers paid more to get books. Books are the best means of spreading education, far superior to periodicals, yet Congress has given periodicals great advantages. Reading matter in periodicals goes everywhere at uniform rate while the same matter in books has a charge that increases with distance. Books are not treated even on a par with the advertising matter, but, have even higher zone rates. In reality,

reading matter in periodicals has less need of favor than books, as the advertising income of the former pays most of the cost of producing.

Encouragement to books, it was pointed out, is needed by the public libraries to help them extend their facilities, by the educational publishers to distribute text-books, by general publishers to serve far-scattered retailers, by the retailer to help him get books to everyone. Books have been held nearer to pre-war prices than any other merchandise.

Because the International Postal Rates give recognition to books they can be mailed from New York to Yokohama cheaper than to California. Express will carry them to the distant zones cheaper than mail.

It was pointed out that books are compact, easily handled packages, and that the government would probably increase its income by giving more equable rates on books, a business now going more and more to the express companies. Certainly in making schedules permanent, book rates should be at least squared with other reading matter.

The Book Hunter

CABELL again leads in the July columns of "Books Wanted" in the *Publishers' Weekly*, there having been 18 calls for separate titles in the four weeks and 5 calls for "anything by Cabell." Political leaders like Roosevelt and Wilson never lack collectors and the Nineteenth Century names of Thoreau, Hawthorne, James and Poe are always active.

Important sidelights on book interests are always obtained by a study of current collecting interests, new authors swing into prominence, old authors have their revivals, forgotten corners of history and biography are opened up for reexploration.

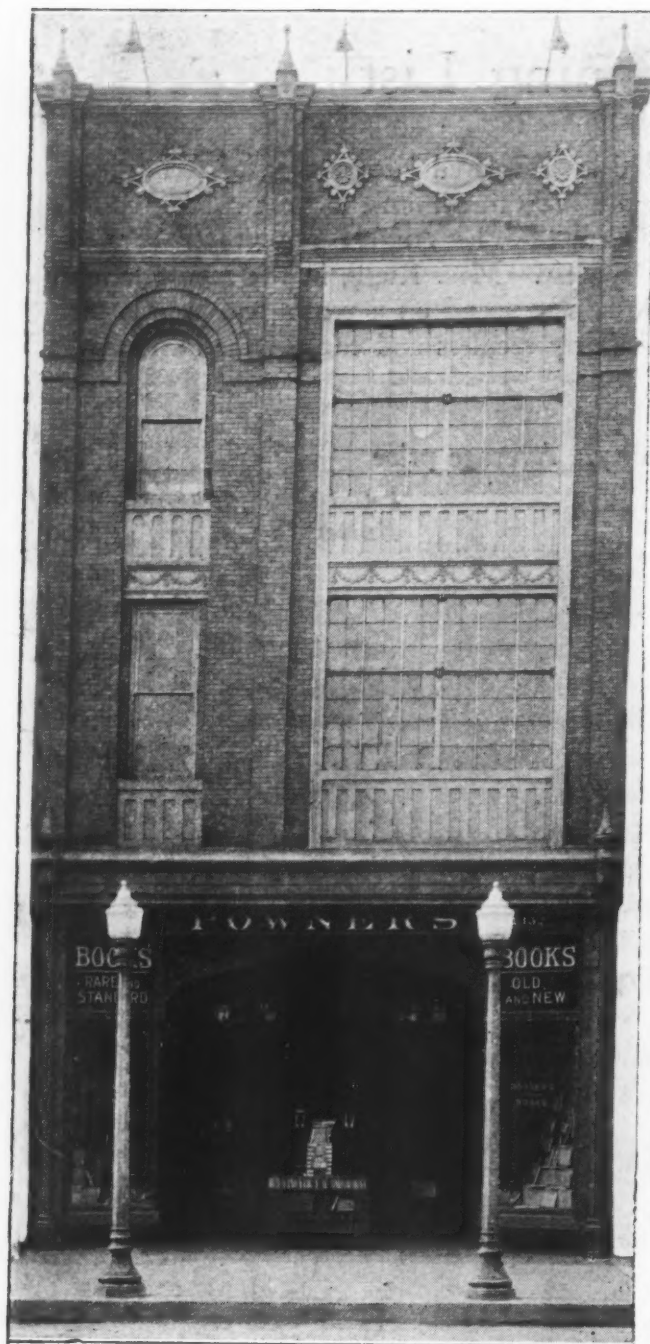
	Separate Titles Wanted	All Firsts Wanted
J. B. Cabell	18	5
Theodore Roosevelt	16	
Mark Twain	6	7
Rudyard Kipling	11	

	Separate Titles Wanted	All Firsts Wanted
Joseph Conrad	6	4
William McFee	9	
Joseph Hergesheimer	9	
Archibald Marshall	7	
Theodore Dreiser	7	
Woodrow Wilson	6	
James Stephens	2	4
Brete Harte	6	
Willa Cather	5	
George Moore	5	
James Joyce	1	4
Ambrose Bierce	4	
Henry Thoreau	4	
Henry James	4	
Nathaniel Hawthorne	4	
Edgar A. Poe		4
John Galsworthy		4
E. M. Forster		4
Max Beerbohm		4
Sherwood Anderson		4

A Prize-Winning List

THE following list of books was compiled by Winifred King Rugg, of Arlington, Mass., and was awarded the first prize of \$100 in a recent contest conducted by the General Federation of Women's Clubs. The August *Delineator* carried the first announcement of the results of the contest. Mrs. Rugg, in the introduction to her list remarks that with one hundred dollars to spend on a year's reading matter for a family of five, it has been possible to be fairly reckless and consult the individual tastes of each member of the family.

Daily Paper. Outstanding newspaper of locality.	Average price		\$7.50
<i>Literary Digest</i>		<i>Funk & Wagnalls</i>	4.00
<i>Delineator</i>		<i>Butterick Co.</i>	2.00
A Family Magazine— <i>Scribner's, Harper's, Century</i> (\$5)			4.00
<i>American Boy</i>		<i>Sprague Pub. Co.</i>	2.00
<i>St. Nicholas</i>		<i>Century Co.</i>	4.00
<i>National Geographic Magazine</i>	<i>Nat'l Geographic Soc., Washington, D. C.</i>		3.50
"The American Commonwealth"	James Bryce	<i>Macmillan</i>	8.00
"Everyman's Encyclopedia"		<i>Dutton</i>	18.00
"Epochs of American History"	A. B. Hart, ed.	<i>Longmans, Green</i>	3.75
"Medieval and Modern Times"	J. H. Robinson	<i>Ginn</i>	1.72
"Child's History of the World"	V. M. Hillyer	<i>Century</i>	3.50
"Life of Lincoln"	Charnwood	<i>Holt</i>	3.00
"Making of an American"	Jacob Riis	<i>Macmillan</i>	1.50
"Memories of a Hostess"	M. A. De Wolfe Howe	<i>Boston</i>	4.00
"Queen Victoria"	Lytton Strachey	<i>Harcourt</i>	2.50
"Marbacka"	Selma Lagerlöf	<i>Doubleday</i>	2.50
"Representative Men"	R. W. Emerson	<i>Houghton</i>	1.25
"Golden Treasury of English Lyric Verse"	Palgrave, Ed.	<i>Dutton</i>	.80
"Golden Treasury of Modern Lyrics"	Laurence Binyon, Ed.	<i>Macmillan</i>	1.75
"The Divine Comedy"	Dante	<i>Dutton</i>	.80
"Dante, How to Know Him"	A. M. Brooks	<i>Bobbs-Merrill</i>	1.25
"Mind in the Making"	J. H. Robinson	<i>Harpers</i>	2.50
"The Challenge of Youth"	A. E. Stearns	<i>Wilde</i>	1.25
"Green Mansions"	W. H. Hudson, Modern Readers' Library	<i>Liveright</i>	.95
"Cloister and the Hearth"	Charles Reade, Everyman's Library	<i>Dutton</i>	.80
"Henry Esmond"	Thackeray	<i>Dutton</i>	.80
"Kenilworth"	W. Scott	<i>Dutton</i>	.80
"Westward Ho!"	Kingsley	<i>Dutton</i>	.80
"David Copperfield"	Dickens	<i>Dutton</i>	.80
"The Three Musketeers"	Dumas	<i>Dutton</i>	.80
"Les Misérables"	Hugo	<i>Dutton</i>	1.60
"The Forsyte Saga"	John Galsworthy	<i>Scribner</i>	2.50
"The Hawkeye"	Herbert Quick	<i>Bobbs-Merrill</i>	2.00
"Three Black Pennys"	J. Hergesheimer	<i>Grosset & Dunlap</i>	1.00
"The Little French Girl"	A. D. Sedgewick	<i>Houghton</i>	2.00
			\$99.92



Powner's New Home

THE new building now occupied by the Powner's at 1352 North Clark Street is one of unusual attractiveness and distinction. The style is both graceful and practical affording a flood of light for the two upper stories.

"Powner's" is entitled to its trade-mark, "The House of a Million Books." Since it was started in 1908 by its founder, the late Charles Tracy Powner, its growth has been carefully studied and skillfully managed thru all the intervening years, until now it can boast of three shops in Chicago and branches in Cleveland, Detroit and

Los Angeles, all conducted under the general supervision of the founder's son, Willard E. Powner.

Communication

SO-CALLED REVISED EDITIONS

July 9, 1925.

Editor, *Publishers' Weekly*,

Librarians and booksellers who want to deal fairly with their patrons have a difficult problem in handling the old scientific book which purports to be new. Many so-called revised editions appear with no revision except on the title-page, and examination, or comparison with earlier editions, is necessary to safeguard the reader. This is usually possible but sometimes inconvenient.

A more difficult situation arises in the case of the book which avoids all reference to the original date of publication. A good example is J. H. Fabre's work, an English translation of which was recently published under the title "The Heavens." This translation bears no date and gives no indication of the date of the original work, but it is cataloged and listed among books of 1924 and is presumably published for popular use, today. It is, however, a very unsafe book to give the amateur, without some word of warning.

Written more than half a century ago, there has been no attempt, on the part of either the translator or the publisher to bring the statements in line with the results of modern discovery; thus we read, regarding the planets, that Jupiter has five satellites and Saturn eight, and, regarding the asteroids, that "the number known to-day exceeds 200." Since nine satellites of Jupiter and more than one thousand asteroids are known "to-day," there would seem to be no good excuse for publishing this translation without some frank statement regarding the date of the original, or some provision for editorial notes which would put the reader in touch with the facts accepted to-day.

E. H. McCLELLAND,

Technology Librarian,

Carnegie Library, Pittsburgh.

A Change in Harper's Magazine

WITH the advent of its seventy-fifth anniversary, *Harper's Magazine* has planned a decided change in its makeup, tho not in its editorial program. The publishers believe that they can give a better magazine and one with enlarged and broadened points of view by dropping the emphasis on illustrations, which will now be discontinued except for a colored frontispiece. The September number will come in this new dress. The magazine will remain the same size, and great care has been taken to devise a format that will be pleasing to the eye and pleasant to the hand. The paper will be of special character, decorations will be used at the head of each article and a striking cover of high typographical character has been devised.

New Atlantic Publication

ON October 1st the Atlantic Monthly Co. begins the publication of *The Magazine World*, a monthly periodical for use in the literary departments of secondary schools. There will be eight issues a year, October to May, 25 cents a copy, \$2.00 a year. The editor is Donald B. Snyder, of the Moses Brown School, Providence. It will be 6x9 in size and 64 pp. of text drawn from current periodicals, including short stories, verse, drama, biography, travel and current events.

Second Volume of Ars Typographica

Ars Typographica, a magazine conceived and edited thru three issues by Frederic W. Goudy, the famous designer of type, will be continued into a second volume as a quarterly by Douglas C. McMurtrie of 240 West 40th St.

It will be as before a magazine of research and scholarship in the field of fine printing and is intended to appeal not only to printers but also to bibliographers, book collectors and all lovers of fine printing.

Details of typography in their theoretical, practical and historical aspects will be discussed by authorities; spacing, leading, indentation, type decoration, layout, design of book pages, etc. There will be essays on the great printers and articles on paper-making, illustration, bookbinding, etc. The price is \$10 for four quarterly numbers.



ROBERT O. BALDWIN

Baldwin Goes to Patten Co.

ROBERT O. BALDWIN, the new buyer for Patten Co., Ltd., Honolulu, became interested in books at the age of 13 years with no intention of making a life business of book-selling. Working for Uncle Sam in post office of home town, put in spare time around the drug store. Finally interested enough to look after the book stock for the busy drug man. In 1920 he started in book and stationery business for himself but went broke in 1913. Finally, in 1916, he started work in earnest with a bookstore in Walla Walla, Wash. After two years at this place he moved to Seattle, Wash., and was with the Archway Book Store for four years, then accepted a position as scout executive B. B. A. for one year. He then returned to the Archway Book Store, but he only remained one month this time as he accepted the position of manager and buyer for Patten Co., Ltd., of Honolulu, T. H., book department.

His wife and two children will soon join him in his new location.

He is still actively connected with the Boy Scout work as a scout master.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date [or best available date, preferably copyright date, in bracket] is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus; [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Alarcon, Pedro Antonio de

El capitan Veneno. 210p. il. S (Heath's modern lang. ser.) [c.'99, '25] N. Y., Heath 88 c.

Augustana Luther League Council

Manual för Luther leagues; v. 1. 298p. D [c.'25] Rock Island, Ill., Augustana Bk. Concern \$1.50

Baker, Willard F.

Bob Dexter and the club house mystery, or, The missing golden eagle. 248p. il. (col. front.) D (Bob Dexter mystery ser.) [c.'25] N. Y., Cupples & Leon \$1

Becker, August, comp.

Daily inspiration; a book of prayers by ministers of the gospel and Christian workers. 297p. D [c.'25] Cleveland, O., Central Pub. House \$1.25

Daily meditations for the family altar by ministers of the gospel. 376p. D [c.'25] Cleveland, O., Central Pub. House \$1.25

Blum, Solomon

Labor economics. 588p. (13p. bibl.) O (Amer. business ser.) [c.'25] N. Y., Holt \$4
Tells of the development and present status of labor legislation, the growth, tactics and theories of the labor union, etc.

Bostwick, Daisy F., and Castelhun, Dorothea

Carmel—at work and play. 109p. il. D c. Carmel, Cal., The Seven Arts bds. \$2
The story of an individual California town whose slogan is "Don't be a booster."

Bowman, Leona Florence

Problems in home economics teaching. 154p. (2p. bibl.) O [c.'25] Chic., Univ. of Chic. Press \$1.50

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Old and Rare Books

Edited by Frederick M. Hopkins,



DR. ROSENBACH'S purchases in London auction rooms since January 1 have been estimated at \$600,000.

ENGLISH collectors are now criticising London booksellers, who, they claim, make a practice of issuing special American catalogs a long time in advance of the English edition, giving buyers on this side of the Atlantic a great advantage over their English competitors.

THE new catalog of Frank Hollings of London comprises a very notable selection of inscribed and presentation copies of first editions, mainly of modern English authors. In addition, there are many fine signed bindings and some very important autograph letters and manuscripts.

THE Rowfant Club of Cleveland, which recently celebrated its thirty-third anniversary, has several important publications in hand. One of these is a Kipling first edition, and another is an unpublished Locker-Lampson manuscript. One of the latest Rowfant Club books is being shown in the exhibition of "Fifty Books of 1925." This is "Inveni Portam—Joseph Conrad," by R. B. Cunningham-Graham. Mrs. Conrad has written to a member of the club stating that this is the most beautiful thing that has yet been written about her husband. Its printing format, the product of the Merrymount Press, is a masterpiece of skilled typography.

BERNARD QUARITCH, LTD., of London, announces the publication on August 15 of Vol. I of "Gesamtkatalog der Wiegendrucke," a complete catalog of all known incunabula, compiled by the commission appointed by the Prussian Board of Education. The work will be completed in twelve volumes of which one volume will be published annually.

A NEW organization known as "Friends of the Bodleian" has recently been formed for the purpose of furnishing money for the purchase by the famous library at Oxford of rare books and manuscripts which it should not lose when they are offered for sale. It has been suggested that book lovers in other towns around younger English university libraries form similar associations to help meet the competition of wealthy American collectors.

ERNEST BENN, LTD., of London, announce the publication early in 1926 of "Music Title-Pages, 1500-1925," a selection of examples with an introduction by B. L. Warde. All students of typography are aware of the peculiar opportunities that a music title-page offers to the designer. Both in the magnificent renaissance woodcuts of Italy and France and in the exquisite engravings and aquatints of the eighteenth century, the size and special nature of fine music production have called for the most lavish use of decoration and illustration. A selection of the outstanding examples among these titles is therefore of real value to designer and collector alike.

THE first complete issue of "The Diaries of George Washington," beginning with the earliest known entry and ending with the last word he wrote, will come from the Riverside Press of Houghton-Mifflin Company in October. It will be in four handsome volumes and will extend, with few interruptions, from 1748 to 1799, and will be notable for their descriptions of social and political life in Virginia during the colonial and formative national periods, and it is said that they will do a great deal to make the personality of Washington more real to the reader. These "Diaries" are edited and annotated by John C. Fitzpatrick of the Manuscript Division of the Congressional Library.

MANY new fragments of the poems of Sappho have been discovered in recent years, mainly from the damaged papyrus of Egypt. A new edition of "The Songs of Sappho," including these discoveries, translated into rhymed verse by Marion Mills Miller, together with the Greek Texts prepared and annotated and literally translated into prose by David Moore Robinson, has been published by Frank Maurice, Inc., of New York. For twenty-five centuries Sappho has had a great literary influence. The mystery surrounding her made her the subject of much poetry and many plays and tales. Her personal reputation has suffered—and wrongfully—these new discoveries seem to show. This book is a scholarly attempt to collect all authentic information in regard to Sappho, and to furnish a good rhymed translation of all the fragments of Sappho in existence. Dr. Robinson takes great care to differentiate between what is Sappho and what has been restored by scholars, as well as to offer a literal prose translation beside every rhymed translation. The volume is, therefore, a very important addition to the writings of the Greek poetess and to what we know about her.

"THE Adventures of an Illustrator," by Joseph Pennell, in a regular trade edition, and, also, in a limited de luxe edition, is announced for publication this Fall by Little, Brown & Company. Mr. Pennell's work, of which this book is the story, has been recognized at home and abroad as of the first rank, and here he describes his own aims and methods and those of the

illustrators who have made American illustration universally known. His adventures with authors began in 1880 with Charles Godfrey Leland and Maurice Francis Egan in Philadelphia, and have taken him over most of the civilized world. With George W. Cable he explored Louisiana. He traveled and worked in Italy with William Dean Howells, Vernon Lee, Maurice Hewlett, Henry James, and Marion Crawford. Later, in England, he illustrated articles by practically every prominent English writer of travel. His book is full of interesting comment on these men—Lang, Wells, Shaw, Hamerton—and on his fellow artists. His sojourn in France and his drawings of its cathedrals to illustrate Mrs. Pennell's text, preceded adventures in Greece, Spain, Russia, Holland and Belgium. Later he made an important series of lithographs of the Panama Canal. During the war his services were in demand by the governments of England, France, and America, and he went to the front thru the great munition plants. Mr. Pennell is frank in the expression of his views of people and things, and he tells many anecdotes, and gives much practical information on the technique of illustration. The volume is profusely illustrated with his drawings, etchings and lithographs, many of them reproduced for the first time, as well as by portraits of the authors with whom he worked, made by Whistler, Sargent, Beardsley, Bracquemond, Chase, St. Gaudens, together with examples of the work of other artists of Europe and America. The de-luxe edition contains two illustrations in color and an original signed etching that are not included in the regular edition.

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Wiley, Jade, 1st ed.
O'Meara, Napoleon.
Kirkman, The Philosophy of Self-Help.
Moore, A Nest of Linnets.
Moore, Discovering Evelina.

Brick Row Bk. Shop, 104 High St., New Haven, Ct.

Bradford, History of the Plymouth Plantation, Original Narrative Series.
Atherton, Gorgeous Isle.
Goldsmith Works, ed. Gibbs, Bohn Library.
Bridges, Imogene Guiney.
Sheridan, Rivals, ills. Hugh Thompson, 1st ed.;
School for Scandal, ills. Hugh Thompson, 1st ed.

Brick Row Book Shop, 19 E. 47th St., New York

Bruce, Mysticism of Colour.
Cousin, Lectures on the True, the Beautiful & the Good, Appleton, 1800, quote fine copy only.

Bridgman & Lyman, 108 Main, Northampton, Mass.

Laudes Domini, with responsive readings in the back.

Lonely Dancer, Le Galliens.

Who's Who in America for 1924-25.

Morris H. Briggs, 5113 Kimbark Ave., Chicago

Adams, J. C., Grizzly Adams, any by or about.
Fremont, John C., anything by or about.
Graham, J. B., Handset Reminiscences.
Dodge, Grenville, anything by or about.
Any books, pamphlets, original journals, diaries or letters regarding overland trips to Texas, Calif., Oregon, Utah, Arizona or Montana, the Santa Fe Trail, the Mexican War, the War of 1812, early fur trade, Indian massacres, Mormons, Donner Party, pony express, trans-continental railroads and projects, railroad conventions, early Chicago, Illinois and the Middle West.
Mencken, H. L., Ventures into Verse; George Bernard Shaw; Philosophy of Friedrich Nietzsche; Heliogabalus; American Credo.
Meredith, Geo., Evan Harrington, N. Y., 1860.
Millay, Edna, Renaissance, 1917; Ballad of the Harp Weaver, Japan paper.
Saltus, Edgar, any books by him.
Tarkington, Booth, Penrod; Penrod & Sam.
Any pamphlets by Roosevelt, Wilson or Lincoln, any 1st eds. of same.
Please describe fully & quote best prices, prepaid for cash.

Albert Britnell, 815 Yonge St., Toronto, Canada

Towne's Locks & Hardware, Wiley & Sons., 1904, 2 copies.

Brooklyn Public Library, Bk. Oeder, Dept., 280 Washington Ave., Brooklyn

City Directories for 1917, 1918, 1920-21, 1 copy each in good condition.

Bryant Book Shop, 72 W. 48th St., New York

Life's Fairy Tales, Mitchell, Stokes.

Bullock's, Los Angeles, Calif.

Anthony The Absolute, Merwin.

Burrows Bros. Co., 633 Euclid Ave., Cleveland, O.

Romantic Germany, Schaffler.
Little Lady of the Big House, London.

Bushloper Bk. Store, 124 W. Bay, Jacksonville, Fla.
Encyclopedia Britannica, 9th ed., Scribblers, vol. 23.

Fanny Butcher, 75 E. Adams St., Chicago

Tender Buttons, Gertrude Stein.
A Scholars Letters to a Young Lady, Frances Child, Atlantic Monthly.
English Comedie Humaine papers from Tatler.
1st eds. of H. M. Timlinson.
Chronicles of America, Yale Univ.
Shakespeare and His Love, Frank Harris.
Sacred Wood, Eliot, Knopf.
Great Galeoto, trans. by E. R. Hunt, Doubleday.
Quartrains of Omar Khayyam, Persion text with English trans., Turbner Oriental Series.
March, 1914, ed. of McClures Magazine.
History of Materialism, F. A. Lange, 3 vols., Regan Paul.

Butterworth & Co., Bell Yard, Temple Bar, London, W.C.2., England

Dumas, pere, Works, J. H. Dent & Sons ed., 1894, vol. 1, The Forty Five; vol. 2, The Companions of Jehu; vol. 1 & 2, The War of Women; vol. 2, Ascanio; vols. 1 & 2, The Corsican Bros.; vols. 1 and 2, Olympe de Cleves; vol. 1, The Regent's Daughter.

BOOKS WANTED—Continued

Campion & Co., 126 S. 16th St., Philadelphia
Any genealogy on the Mather family of New Eng.
African Nature Notes & Reminiscences, Frederick
C. Selons.
Uther and Ingraine by Deeping.
History of Tammany, Myers.

Hoyt Case, 21 E. 61st St., New York
Boyd, Drums, 1st ed.
Powys, Soliloquy of a Hermit, N. Y., 1916.
Balzac, The Girl with the Yellow Eyes.
Shakespeare, vol. 2 of the 7 vol set of his Dramatic
Works, pub. at Boston, 1837, by Hilliard, Gray &
Co.

Moore, Flowers of Passion.
Wanted in Fine Condition Only, First Editions of
the following: Sherwood Anderson, Beerbohm,
Cabell, Conrad; American eds. Harte, "M'Liss,"
E. M. Forster, Galsworthy, "Sinjohn Items," Haw-
thorn, "Scarlet Letter," James Joyce, Kipling,
"American Editions," Poe, James Stephens, Twain.
McFee, Letters from an Ocean Tramp, Aliens, 1st
American.
Thoreau, Walden, 1st issue.
Dreiser, Sister Carrie.

C. N. Caspar Co., 454 E. Water St., Milwaukee, Wis.
McFarland, Eploits of Bilge and Ma.

Celebrated Authors Society, 723 7th Ave., New York
Laura Jean Libbey and Maurice LeBlanc Stories.

Centaur Book Shop, 1224 Chancellor St., Philadelphia
The Reviewer, Richmond, vol. 1, no. 1, to Jan., 1923.
Joseph Hergesheimer, Wild Oranges, large paper,
autographed ed.; The Happy End, large paper,
autographed ed.; The Three Black Pennys, limited
ed., autographed; Balisand, large paped ed. on
vellum.

Van Wyck Brooks, The Wine of the Puritans.
Howard Pyle, The Wonder Book, Harper's, 1888.
James Branch Cabell, The Cream of the Jest, 5th
ed.; The Lineage of Lichfield; Branchiana; Chiv-
alry, 1st ed., 1st binding; Branch of Abingdon;
The Certain Hour, 1st ed.; Soul of Milcent, 1st
ed., 1st binding.
T. F. Powys, The Soliloquy of a Hermit, G. Arnold
Shaw.

George M. Chandler, 75 E. Van Buren St., Chicago
Babbitt, Light and Color.
Burpee, Search for Western Sea.
Cabell, Branchiana, 1st ed., 1907; Branch of Abing-
don, 1st ed., 1911; Line O'Love, 1st ed., 1905;
Centurion, 1st ed.
Cameron, D. Y., Illus. Catalogue by Rinder, 1912.
Carvers Travels, 3rd ed., 1781.
Chittenden, American Fur Trade, 3 vols.; Steamboat
Navigation on the Mississippi.
Crawley, Mystic Rose, 1902.
Dobson, Horace Walpole, large paper, 1890.
Dumas, My Memoirs, 6 vols.
FitzGerald, Letters & Literary Remains, 3 vols.
Lakeside Classics 1915, 16, 17, 23, 24, 04, 05.
Mew, Dresden China.
McMahon, With Shelley in Italy.

Chemical Catalog Co., 19 E. 24th St., New York
The Chemistry and Technology of Paints, Toch.

R. F. Clapp, 52 N. Pearl St., Albany, N. Y.
Journal of a Disappointed Man.

Clapp & Jones Co., Brattleboro, Vt.
Poems of the Boston Barde, 1826.
Haywards N. E. Gazetteer, 1839.
Beckleys History of Vermont.
Bible, printed in Brattleboro, 1834.

A. H. Clark Co., 4027 Prospect Ave., Cleveland, O.
Keightley, Myth of Ancient Greece and Italy.
Twain, Mark, complete set of his works.
Ronan, Sketch of Flathead Indian Nation.
Deveraux, LaFitte of Louisiana.
Ingraham, LaFitte Pirate of Gulf.
LaFitte, Memoirs of, or Barutarian Pirate.
Southern Bivouac, complete set or long run.

A. H. Clark Co.—Continued

Godey's Lady Book, 1830, 1840, 1850, 1852 or set.
Blair and Robertson, Philippine Islands, any vols.
Palfrey, History of New England, 4 vols.
Young, Chronicles of Pilgrim Fathers.
Houck, History of Southeast Missouri.
Randall and Ryan, History of Ohio, 6 vols.
Wilkes, Exploring Expedition, 5 vols.
Bylor, Bench and Bar.
Flute, any books wholly or in part on, Mss., A. L.
S. of Flute Players, portraits, etc.
Geauga and Lake Counties, Ohio, history, Williams
Bros., 1878.

Columbia University, Library, New York
Butler, J. R., Passing of the Great Reform Bill,
Longmans.
U. S. Federal Reserve Board, Bulletin, vol. 1-2,
1915-16.
History of Banking in All Nations, pub. Journal of
Commerce.
Ledoux, Poetry of George Edward Woodberry, Dodd,
Mead & Co., 1918.
Kant, Kant on Education, trans. by A. Churton.,
latest ed., Heath & Co., Boston, 1906.
Hyslop, J. H., Science and a Future Life, Turner
or Small.
Moore, A. W., Pragmatism and Its Critics, Univer-
sity of Chicago Press.
Hyslop, J. H., Borderland of Psychical Research,
Turner or Small.
Sellars, R. W., Critical Realism, Rand, McNally.
Schulyer, A., Critical History of Philosophical
Theories, Boston, Badger.
Hyslop, J. H., Enigmas of Psychical Research.
Craik, English Prose, vol. 2, Macmillan.

Cornel Co-op. Soc., Barnes Hall, Ithaca, N. Y.
Biegle & Crawford, Community Drama and Pegean-
try, Apocrypha to the Authorized Version of Bible,
Nonesuch Press, London.
Taine, The Old Regime, trans. from the L'Ancien
Regime and De Toqueville, The Old Regime,
trans. from the original French.

H. R. Conyngton, Ronald Press, 15 E. 26th St., N. Y.
Ann Pedersdotter, Weirs-Jenssen.

Cosmopolitan Book Corp., 119 W. 40th St., New York
The Adventures of Young Lord Stranleigh, Robert
Barr, pub. perhaps 15 yrs. ago by D. Appleton.

Daniels & Fisher Stores Co., Denver, Colo.
The Last Thirty Days of Christ.

Dartmouth College, Library, Hanover, N. H.
Rusk, Port of New York.

Davis & Nye, 60 Bank St., Waterbury, Conn.
Borough Treasure, Fletcher.
Selected Poems by W. H. Davies, Harcourt, Brace.
Mr. Achilles, J. B. Lee, Dodd, Mead, 1912.
Pip, Ian Hay, Houghton, Mifflin.
Church On the Avenue, H. R. Martin, Dodd, Mead.
Mr. Sponge's Sporting Tour, Thornton, Scribners.
Reinack, Orpheus, a General History of Religions.
Recejac, Basis of the Mystic Knowledge.
Towns of New England and Old England, Ireland
and Scotland, 2 vols., Boston, 1921.
Browning's Flight of the Dutchess, Essex House
Press.

Detroit, Mich., Public Library
Ragozin, Frithjof and Roland.

DeWolfe & Fiske Co., 2 Park St., Boston
Wonderful Romance, Pierre De Coulivent.

Dixie Bus. Bk. Shop, 140 Greenwich St., New York
How to Make Money in Seasonal Securities, J. P.
Bardwell.
Tradition & Change, Waught.
Cotton Mill Processes & Calculation, D. A. Tomp-
kins.
Cotton & Cotton Oil, D. A. Tompkins.
Scientific Circulation Management, Scott.
Bhagarad Gita, Yogi Ramacharaka, 1908.
Great Harmonia, Andrew Jackson Davis.
Revelations of Margery.
Proofs of Spirit Forces, G. Henslow.
Continuity of Life, Sir Oliver Lodge.

BOOKS WANTED—Continued

Doubleday, Page & Co., Garden City, N. Y.
Tunis, Kairouan and Carthage, Graham Petrie.

Chas. H. Dressel, 552 Broad St., Newark, N. J.
Bulwer's Novels, Kuebworth, limited ed., clo., vol. 14.
Hendrick, Story of Life Insurance.

E. P. Dutton & Co., 681 5th Ave., New York
Anderson, Old Panama & Castilla del Oro.
Brinton's Library of American Aboriginal Literature, Phila., No. 6.
Brinton, D., The Annals of the Cakchiquels.
Brinton, D. G., The Maya Chronicles, No. 1 of Brinton's Library of Aboriginal American Literature, Phila.
Brasseur, de Bourbourg, Manuscrit Troano, Etudes sur le systeme graphique et la langue des Mayas, 2 vols., Paris, 1869.
Benson, Countess of Lansdowne.
Codex peresianus, and edited by William Gates, Point Loma, 1909.
Catherwood, F., Views of Ancient Monuments in Central America, Chiapas & Yucatan, London.
Ellis, Havelock, Affirmations, 1st ed.
Eastlake, Equine Worship.
Edwards, Kakemono: Japanese Sketches, McClurg.
Elements of Reconstruction, Nisbet & Co.
Gordon, G. B., Hieroglyphic Stairway Ruins of Copan, Cambridge, 1902-04.
Goncourt, Jules, Journal.
Helps, Spanish Conquest in America.
Halsey, Pictures of Early New York on Dark Blue Staffordshire Pottery.
Harris, F., Love in Youth, Veils of Isis Mad Love.
Holmes, W. H., Archeol, Studies Among the Ancient Cities of Mexico, 2 copies, Chicago, 1895-97.
Lyall, Asiatic Studies.
Morley, C., The Eighth Sin, 1st ed.
Meyer & Schmidt, Die Steinbildwerke von copan & Quiriqua, hist. erlautert & beschrieben, Berlin, 1883.
Powder Puff, The, trans. from German of Franz Blei.
Russell, The Critical Exposition of the Philosophy of Leibnitz.
Reviewer, The, any nos.
Skates, Indian Feud Story.
Simpson, Buddhist Praying Wheel.
Stephens, J., Little Things, L. P., 1st ed.
Stewart, D. O., Parody Outline of History, 1st ed.
Sterne, Tristram Shandy, large type, Harrison.
Thatcher, Christopher Columbus, 3 vols.
Untermeyer, L., Heavens.
Wilson, Peasant Life in the Holy Land, Dutton.

Edward Eberstadt, 25 W. 42nd St., New York
California, Oregon, Wyoming, Utah, Montana and the Far West; Books, pamphlets, maps and manuscripts urgently wanted. Any and all items; price no object; spot cash with order. Attention to this notice will prove a source of continuous profit.

Wm. B. Eerdmans Publ. Co., 208 Pearl, St., Grand Rapids, Mich.
Henry, Berric the Briton.
Encycl. Britt., 11th or 12th ed.

Paul Elder & Co., 239 Post St., San Francisco
England to America, Devinson.
The Franciscans in California, Engelhardt.

Elder & Johnston Co., Dayton, Ohio
Birds of Ohio, W. L. Dawson, pub. Wheaton Co., Columbus, Ohio.

The Emporium, Bk. Dept., San Francisco
Sedgwick's Father Hucke.
Julian of Norwich Sixteen Revelations.

Edith Farnsworth's Bk. Shop, Colorado Springs, Col.
Hopwood, Aubrey, The Old English Sheep Dog.
Hayden, F. V., Geologic Atlas of Colorado, pub. by U. S. Geological Survey in the 70's.

T. H. Flood & Co., 176 N. La Salle St., Chicago
Bancroft's History of U. S. Const., 2 vols.
Curtis' History of U. S. Const., 2 vols.
Campbell's Lord Chancellors.

T. H. Flood & Co.—Continued

Campbell's Chief Justices.
Calhoun's Works, vol. 6.

G. Fock, Postschliessfach 100, Leipzig, Germany
Bull. of the Mount Weather Obs., nos. 175 to 182, 184, 185.
Monthly Weather Review, set.
Proc. of Lumeau Soc. of N. S. Wales, set or runs.
Willey, Amphioseus, 1908.
Wilson, Atlas of Fertilization.
Winogradsky, Contribution, 1892.
Woole, Desmids U. S., 1884, Green Algae of the U. S.
Am. Review of Tuberculosis, vol. 1, nos. 1 to 3.
Chem. Abstracts, vols. 1 to 7.

W. Y. Foote Co., 312 S. Warren St., Syracuse, N. Y.
Schools and Master of Fence, E. Castle, formerly pub. by Macmillan and listed in their 1912 pub.

Fowler Bros., 747 S. Broadway, Los Angeles
Blind Musician, Korolenko.
Sane Sex & Sane Sex Living, Long.
The Heart of Kate O'Doon, LeRoy Scott.
Christianity & Modern Thought, Ralph H. Gabriel.
Republican Party National Com. 18th. '24 Officila Report of Proceeding 1925.

Front Room Book Shop, 702 Park Ave., Hoboken, N.J.
Haeckel, History of Creation.
Lotz, Microcosmus.
Quintilian, Institutes of Oratory.

W. F. Gable Co., Altoona, Pa.
The House of the Black Ring, Pattee.

Gainsborough, B'ke Shoppe, 331 W. 58th St., N. Y.
Art Treasures of America.
Artists of the 19th Century.
Priced Illustrated Catalog of Paintings.
Autograph of Lincoln.
Mutineers of the Bounty.
Cosmopolitan Mag. June, 1919, to June, 1922.
Saturday Evening Post 1915 to 1916.

Gammel's Book Store, Austin, Texas
Texas Almanacs, any year, especially during the Sixties.
Compton's Pictures Encyclopedia.
Hart's American Nation Series, set.
Collector's Camden ed. of Walt Whitman, 10 vols., set.
Tobaccoism, Kellogg.
Anything on Texas.
J. L. Garner, 730 Astor St., Milwaukee, Wis. [Cash]
Payne's Arabian Nights.
Holberg, Niels Klims Underground Journey.
Pratt, Encyclopedia of Music.

The J. K. Gill Co., Portland, Ore.
Riddle, History of Oregon.

Goldsmith Bk. Co., 116 S. Topeka Ave., Wichita, Kan.
Philosophy of Conflict, Havelock Ellis.
Head Winds, A. M. Sinclair Wilt.

Goodspeed's Book Shop, 9a Ashburton Pl., Boston
Brown, Charles B., anything.
Chambers, Adventures of a Modest Man, 1911.
Crawford, College Girl in America, 2 copies.
Dream-drops, fairy stories.
Filipinni, The Table.
Fox, Complete Guide to Heraldry.
Hayden, Virginia Genealogies.
Higginbotham, Precision Time Measure.
Junius Letters, Woodfall ed., 1904.
Mather, Early History of New England, 1864.
Mercantile Speller, Franklin Pub. Co., 2 copies.
Pollard, Last Word on the Hist. of the Title Page, Printers Marks.
Sharon & Amenias & North East, N. Y., Burying Grounds of.
Sir Wm. Alexander & American Colonization.
Thompson, Songs of Fair Weather.
Willey, Incidents in White Mountain History.
Yookum, History of Texas.
Genealogies, Christie, 1919; Cole, 1887; Cone, Gail-lard, or Gaylord, Ruggles, Smith, Wm., 1884.

Gramercy Bk. Shop, 122 E. 19th St., New York
Moths, Ouida.
The Philosophy of Conflict, Ellis.

BOOKS WANTED—Continued

Grant's Bk. Shop, 127 Genesee St., Utica, N. Y.
Thomas Dixon, Root of Evil, Grosset.
Prentiss, Little Susy Stories, whole series.

P. Guthrie's Bk. Shop, 516 Wm. Penn Pl., Pittsburgh
Cook's Decameron, Waters, 2 copies.
Houseboat Days in China.

Hahne & Co., Bk. Dept., Newark, N. J.
Iona, by Rev. J. F. S. Gordon.

E. Hallenbeck, 751 State St., Schenectady, N. Y.
Morgan, League of the Iriquois, 1 or 2 vol ed.
Squier & Davis, Ancient Monuments of the Mississippi Valley.
Simms, History of Schoharie Co., N. Y.
Campbell, Annals of Tryon Co., 1831, with and without map.
Harvard Classics, cloth, 51 vols.

The Hampshire Bookshop, Northampton, Mass.
Schopenhauer, World as Will & Idea, Eng. trans.
Tucker, Hymn and Chant Book.

Harvard Coop. Soc., Harvard Sq., Cambridge, Mass.
Flandrau, Diary of a Freshman.

Hazen's B'kstore, 238 Main St., Middletown, Conn.
Steps of Honor, Basil King.

John Heise, 410 O. C. S. B. Bldg., Syracuse, N. Y.
Henry, O., 1st ed. of Cabbages & Kings, in fine condition if possible.

Walter M. Hill, 22 E. Washington St., Chicago
The Federalist, Wash., Gideon, 1818.
Grackenridge, H. H., Modern Chivalry, 1846.
Platner, Topography and Monuments of Ancient Rome, 1911.
Zola, The Soil.
Eldridge, Vanitas; And the Sphinx Spoke.
Parmelee, Personality and Conduct, 1918.
Evans, My Neighbors, Harcourt.
Aiken, Scepticisms, Knopf.
Eastman, Journalism versus Art, Knopf.

Hochschild, Kohn & Co., Baltimore, Md.
Fifty Years of Make Believe.
Freeman, Vanishing Men.
Cinq, Wars in English, A. Vigny.
Architectural Drawing, Edminster.
Gov't Bulletin No. 107, A. C. Bent, Life Histories of North American Diving Birds.
Gov't Bulletin No. 121, A. C. Bent, Life Histories of North American Pelicans and Their Allies.
Proper Pride, Crocker, preferably cloth bound.
Julie J. Smith, Country & Farming; His Young Wife; Kiss & Be Friends.

Holliday Bookshop, 49 E. 49th St., New York
Dillon, E. J., Inside Story of the Peace Conference.
Burns, C. D., League and Labour.
Crozier, A. O., League of Nations.
Gregory, Zilboorg, Passing of Old World Order in Europe.
Perla, What Is National Honour.
Hill, David Jayne, Rebuilding of Europe; American World Policies; Impressions of Kaiser; any out-of-print.
Guibert, Mgr., In the Beginning.
Mivart, St. George, Introduction to Elements of Science; Introduction to Anatomy; A Philosophical Catechism.
Azarius, Bro., Miscellaneous Essays.
Zahn, J. A., Church and Science.

Holmes Bk. Co., 742 S. Main St., Los Angeles, Calif.
Brittan, S. B., The Shekinah, vol 1. only.
Davis, A. J., any items, specify.
Walter's, Manual for the Essence Industry, complete 1916 ed., 427 pp.
Spedding, Life of Bacon.

Holmes Book Co., 274 14th St., Oakland, Calif.
Canfield, City of Six, several copies.

John Howell, 343 Post St., San Francisco
Assassination of Lincoln, T. M. Harris.
Great Conspiracy, Anonymous, Phila., 1866.

John Howell—Continued

This Side of Paradise, 1st ed.
Memoirs of a Huguenot Family.
Letters of Jane Carlyle, 2 vols., Froude or Alexander.
Books about swords.

Paul Hunter, Nashville, Tenn.
His Great Self, Marion Harland.
McKim, Christ & Modern Unbelief.
Country Life, January, 1921.

H. R. Huntting Co., 29 Worthington St., Springfield, Mass.

Dreiser, Jennie Gerhardt.
Benson, David Blaize.
Life of Marshall, vol. 3, Beveridge, maroon binding.
Parmenter, History of Pelham.
Hicks, Book of Quilts.
Smith, Paradise of Childhood.
Sloan, Napoleon, vol. 1.
Ferrero, Rome, vol. 2.
Tennyson, Idylls of the King, illus. ed.

Hutzler Bros. Co., Baltimore, Md.
Passing of the Storm.
Old Mistis and other Songs and Stories from Tennessee, John T. Moore, Winston.
Reasonableness of Christian Faith, David S. Cairns, Doran.

Int'l Art & Science Bk. Co., 35 Nassau St., New York
Chemical, Medical, etc., periodicals in sets or vols.
George W. Jacobs & Co., 1726 Chestnut St., Phila.
Gift of Influence, Hugh Black.
Exploits of Brigadier Girard, Doyle.
Edward Rith.
End of the World.
Lady of Blossholme, Haggard.
Island of Dr. Monroe, Wells.
Publishers please send catalogs, especially those not included in Trade List Annual.

Jones Book Store, 426 W. 6th St., Los Angeles, Cal.
The Channel Islands, Charles Frederick Holder.

Ewd. J. Judd Co., New Haven, Conn.
Greek Poets, Dole, Crowell.
Lectures on the Prophecies That Remain to me
Fulfilled, Winchester.
Passing & Permanent Religion, Savage.
Galileo, Fahie, Pott.

Kansas City Book Exchange, Kansas City, Mo.
New Light from the Great Pyramids, Parson, Ross.

Kendrick-Bellamy Co., 16th St. at Stout, Denver
Kinsman, Cooney, formerly pub. George H. Doran.

Kleinteich's Book Store, 1245 Fulton St., Brooklyn
Cumulative Index Geog. Mag.

Celine Koester, 935 Bloomfield St., Hoboken, N. J.
Simms, Frontiersmen of New York, vol. 2, brown cloth.
Scudder, Butterflies of U. S. & Can., odd vols..

Korner & Wood Co., 1512 Euclid Ave., Cleveland
Times Mid-week Pictorial, vols. 1 to 9 inclusive.

L. Kregel, 743 Eastern Ave. S.E., Grand Rapids, Mich.
Pulpit and Lange Commentaries.
Youngs Concordance.
Gesenius, Thayer, Davidson and Brown and Briggs Lexicons.
Willard, Ursinus Catechism.
Theleman, Aid to Heidell Catechism.
Keil and Delitzsch, Commentaries on Jeremiah, Ezechiel, Proverbs, Daniel, Ezra and Canticles.
Hastings, Great Texts of the Bible.
Matthen Henry, Commentary.
Edersheim, Life and Times of Jesus.
Commentaries by Lightfoot Eadie, John Brown, Westcott, Ellicott, Pusey, Alexander, Hengstenberg and other theol. works, providing prices are reasonable.
Can use any amount of above.

Kroch's, 22 N. Michigan Blvd., Chicago
Arnold, Pearls of Faith.
M. Diver, Desmond's Daughter.

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Stock, Cruise Dream Ship, 2 copies.
 Vanity Fair, leather-bound early ed.
 Queens of England, Strickland, vol. 1, 1872 ed.
 C. E. Lauriat Co., 385 Washington St., Boston 3
 Rich Men of Boston, pamphlet.
 Hotten, Christmas Carols, Ancient & Modern, Wessels & Co.
 Darwiniana, Asa Gray, Appleton, 1876.
 Religious Views of Charles Darwin, Aveling-Free Thought Pub. Co., 1883.
 Cathedrals of Spain, Gade, H. M. C.
 Tamar & Other Poems, Jeffers.
 Art for Life Sake, Caffin, Prang Co.
 Light Brigade in Spain, Strang.
 Gorgeous Isle, Atherton.

Lamar & Barton, 5th & Grace Sts., Richmond, Va.
 Chamberlain, 6000 Tons of Gold.
 Wychoff, How I Trade and Invest.
 Wm. Burkitt on the New Testament Revised.
 N. Liebschutz, 226 W. Jefferson St., Louisville, Ky.
 LeSage, Gil Blas, good type ed.

The Literary Lobby, 28 W. 44th St., New York
 Artzibashoff's Plays, Enemies, in English.
 Burton, Anatomy of Melancholy, reasonable, modern ed.
 Voltaire, Letters to the English.

The Little Book House, Nantucket, Mass.

There She Blows, Macy, 1877.
 The Glaciers Gift, Folger.
 History of the Island Steamers, Turner.
 History of American Whale Fishery, Starbuck, 1878.
 Nimrod of the Sea, 3 copies.
 Story of Ship Essex, Chase.
 Narrative of Robbery Nantucket Bank, 1816.
 Large Nantucket Maps of 1834, 1838, 1869.
 Lithgow's Nantucket.

The Little Book Store, 51 E. 60th St., New York
 Novel written by Barrett Wendell about 1890.
 Bandanna Ballads.

B. Login & Son, 29 E. 21st St., New York

Journal of Experimental Zoology, vol. 1, nos. 2, 3, 4;
 vol. 2, nos. 1, 3, 4; vol. 3, nos. 2, 3, 4; vol. 4,
 all; vol. 7, nos. 2, 3; vol. 8, nos. 2, 3, 4; vol. 10-12;
 vol. 13, nos. 2, 3; vol. 14, all; vols. 15-19; vol. 27,
 no. 4.
 Journal American Chemical Society 1-15.
 Chemical Abstracts 1-8, any copies.
 Sims Story of My Life.
 Mayo Clinic, 1923, 1924.
 Psychological Magazines, please report complete files
 and odd vols.
 American Institute of Electrical Engineers Transactions
 1919, 1921-1923.
 Chemical and Medical periodicals, sets and vols.
 Please send us list of what you have.

Longmans, Green & Co., 55-5th Ave., New York

Memoirs of Count Grammont, 8vo, 2nd ed., revised,
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 Woods-McAfee Memorial, pub. Louisville Courier-
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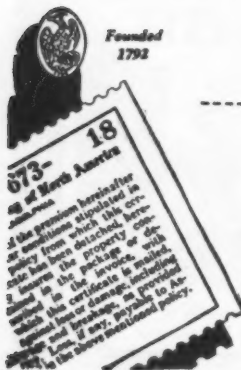
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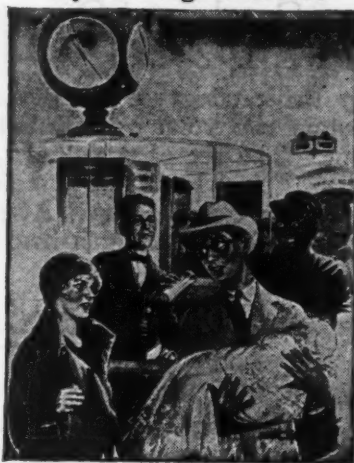
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